



# 2020 IMPAIRED DRIVING **WINTER HOLIDAY MEDIA WORK PLAN**

September 23, 2020



**IF YOU FEEL DIFFERENT  
YOU DRIVE DIFFERENT  
DRIVE HIGH GET A DUI**

# Table of Contents

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Executive Summary .....	3
Media Strategy and Campaign Details.....	4
▶ Planned Campaign Assets.....	4
▶ Advertising Period .....	4
▶ Media Budget .....	5
▶ Target Audience.....	5
Media Environment & Selection Considerations .....	5
Digital.....	6
Television .....	10
Radio.....	14
Out-of-Home .....	19
Paid Media Plan Summary .....	19
State-Level Campaign Extension Opportunities .....	20
Glossary .....	22

# Executive Summary

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During the winter holiday period there is an increase in impaired driving fatalities that coincides with end-of-year celebrations and holiday travel. The National Highway Traffic Safety Administration (NHTSA) supports an impaired driving national mobilization during this time period with a nationwide high visibility enforcement (HVE) campaign as well as a national paid media advertising campaign targeted at 21-to-34-year-old men – those most likely to be involved in fatal alcohol- and drug-impaired driving crashes – to educate them on the consequences and risks of impaired driving.

State Department of Transportations (DOTs) and Highway Safety Offices (SHSOs) may wish to reference this paid media strategy and resulting media buy details to inform supplemental mass media plans during the HVE period or to adapt tactics and approaches for their own HVE campaigns. Creative materials used in the national campaign may be found at [TrafficSafetyMarketing.gov](https://TrafficSafetyMarketing.gov) and are also available for download and use by SHSOs by request.

Media selection will be based on usage among men 21-34, which will also be cross tabulated with those consumers who are heavy consumers of beer and other alcoholic beverages. Based on the short duration of increased enforcement that the campaign message is aligned with, the campaign will aim to quickly establish broad reach and a high frequency to drive message penetration.

Research shows that advertising effectiveness increases as new media channels are added to the paid media plan. Media universes are not measured equally, and the entire target audience does not consume any one single channel, such as digital, radio or TV. Therefore, it is important to determine a channel mix that will frequently engage the target. NHTSA will use a multi-channel, multi-platform paid media strategy consisting of a mix of digital, radio, TV and out-of-home in order to reach more than 90% of the target audience multiple times throughout the campaign on their preferred channels.

Nearly 100% of the target audience has access to the internet making a robust digital plan a cornerstone of the campaign. Paid social is a key part of the digital plan due to its high reach potential to young men in the target audiences and its high advertising message relevance. Digital is also an effective medium to complement the TV, radio and out-of-home plans because it fills in the attention gaps when people shift their focus away from those channels.

Television is an important part of the plan to reach the target audience in brand-safe, high-quality, high-attention span programming. One key aspect of television advertising is the effect it has on other media in the ecosystem, generating unduplicated impressions that maximize the reach of the entire campaign. As TV viewing habits change and move from cable subscriptions to streaming services like Hulu and YouTube, it is important to follow those viewers where they are seeking content. Therefore, NHTSA will use a combination of linear and connected TV to ensure maximum coverage (+90%) of the target audience.

Radio is an effective, affordable way to reach the audience throughout their day, especially while driving and away from screens. Terrestrial (AM/FM) radio will amplify the entire campaign by generating up to 75% reach over the course of this campaign. To increase the audio impact and address all of the target's consumption preferences, streaming audio platforms such as Pandora, Spotify and high-indexing podcasts will allow listeners to interact on multiple platforms and devices.

Out-of-home advertising offers bold, innovative ways to interact with customers in unique locations. Unlike most other forms of media, it cannot be blocked, skipped or viewed by bots, making it highly efficient. NHTSA will seek highly targeted opportunities to reach the target through their interests and hobbies.

## Media Strategy and Campaign Details

The 2020 Winter Holiday HVE media plan will include both alcohol- and drug-impaired components and blend campaign messaging across television, radio and digital channels. The overall plan seeks to build frequency over the short flight using digital and paid social vehicles to build off the base created by the television and radio portions of the media plan. This approach is designed to maximize reach potential and deliver a heavy dose of messaging to the target audience in the campaign window.

### Planned Campaign Assets

Multiple pieces of creative will be used in the campaign – three for the English-speaking general market audience and two aimed at Spanish-reliant audiences.

**FIGURE 1:** Campaign Assets

Campaign	Asset	Where It Will Run
Drive Sober - English	Tsunami	TV, Digital, Radio
Drive Sober - Spanish	The Price You Pay	TV, Digital, Radio
Feel Different – English	Feel Different	TV, Digital, Radio
Feel Different – English	Cheetah	Digital
Feel Different - Spanish	Portrait of a Choice	TV, Digital, Radio

### Advertising Period

Wednesday, December 16 – Sunday, December 20

Wednesday, December 23 – Sunday, December 27

Wednesday, December 30 – Friday, January 1 (New Year's Day)

The national plan generally runs on a Wednesday-Sunday flight pattern. Monday and Tuesday may be used selectively to take advantage of high-value opportunities; however, nothing will run before Wednesday, December 16.

**FIGURE 2:** Campaign Calendar

December 2020						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		
January 2021						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2

\*Dates highlighted indicate planned flight pattern for the campaign.

## Working Media Budget

The total working media budget is \$9.5 million. Of the total budget, approximately 65% will be dedicated to alcohol-impaired messaging and 35% will be dedicated to drug-impaired messaging.

## Target Audience

Audience breakdown by campaign message:

- ▶ **Drive Sober or Get Pulled Over**
  - Primary: 21- to 34-year-old English-speaking males
  - Secondary: 21- to 34-year-old Spanish language-reliant males
- ▶ **If You Feel Different, You Drive Different. Drive High Get a DUI.**
  - Primary: 21- to 34-year-old English-speaking males
  - Secondary: 21- to 34-year-old Spanish language-reliant males

## Media Environment & Selection Considerations

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The Winter Holiday Impaired Driving Campaign considers the mediums below – each discussed in more detail in the sections that follow. Mediums are evaluated based on their total reach potential and ability to generate that reach potential in a short time period. For reference, a glossary of terms is included at the end of this document to expand on the terms outlined below.

### Digital

- ▶ Publisher direct
  - Video
  - Display
  - Audio/podcasts
- ▶ Programmatic
  - Online video
  - Streaming audio
  - Display
- ▶ Paid social

### Television

- ▶ Linear
- ▶ Connected TV (CTV)/Over-the-Top (OTT)

### Radio

- ▶ Terrestrial
- ▶ Streaming
- ▶ Podcasts

### Out-of-Home

- ▶ In-stadium virtual signage

# Digital

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Nearly 100% of men 21-34 have access to the internet (Pew Research Center). Of those men, the top 40% report that they use the internet more than 25 hours per week (2019 Gfk MRI Doublebase), making digital advertising a key element in the overall plan. Because video is such a powerful tool for telling a brand's story and has proven to be successful during previous campaigns, the majority of the digital buy will be executed as video placements. The campaign will also use display assets to generate mass reach and a large number of clicks to the campaign pages on NHTSA.gov at a lower cost-per-thousand (CPM) than other vehicles.

Placements will be executed both on a premium publisher direct basis as well as programmatically to utilize online and offline data for audience targeting. For publisher direct placements, NHTSA will include partners that provide content indexing high with the target audience. To motivate the target audience to learn more about the consequences associated with driving impaired, high-impact attention-grabbing units like takeovers and roadblocks will be used to launch the campaign in addition to video and display creative executions.

## **Second Screen Content/Commercial Sync**

It is reported that 80% of adults use two or more devices while watching TV, presenting a need for marketers to incorporate a multi-platform approach to reach audiences who are regularly dividing attention between televisions, computers and mobile devices. Digital commercial sync and second screen content tactics extend viewing from traditional TV sets simultaneously onto user digital devices. Utilizing this advanced technology, NHTSA can bridge the gap between traditional and digital, reinforcing messaging with video and display ads sent across second or third screens in the same household.

Digital commercial sync and second screen content are executed via technology embedded into manufacturer TV sets with the capabilities to recognize any content that appears on the screen including linear TV, OTT, movies, gaming consoles, and both live and delayed viewing with devices such as a DVR. The embedded device has the ability to both listen and see visuals of the exact programming on TV sets down to fractions of a second. Each TV set can be identified by a household IP address. Top indexing programming for the target audience will be identified prior to campaign start, enabling commercial sync technology to recognize the moment a user is exposed to such programming (such as ESPN and Adult Swim), and then serving a video or display ad to the smartphone, tablet or computer.

With this tactic, NHTSA will execute two main targeting strategies. The first supports the extension of the linear TV schedules, providing a true cross-screen strategy. Ads will be served to those who have been exposed to a linear spot who then may have reached for a smartphone during a commercial break, supporting the high levels of ad frequency needed for message recall. Additionally, NHTSA will utilize this tactic as a means to capture audiences that have not been exposed to the linear messaging. NHTSA will identify these users in real time as the campaign progresses, boosting exposure levels with additional mobile, tablet and desktop digital video impressions.

### **Digital Display/Video/Programmatic**

To maximize the reach and frequency, and elicit an emotional connection from the target audiences, NHTSA will explore previous successful activations and introduce new initiatives through a digital strategy combining audience targeting and premium publisher direct across display, video, native and high-impact placements.

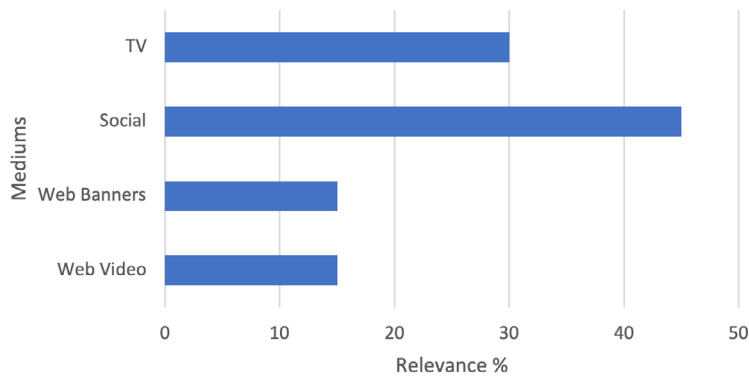
The plan identifies and targets the general market and Hispanic target audiences through data signals and key data types (demo, behavioral, location and contextual) while emotionally connecting with them through their passion points of sports, music and gaming. Activation primarily focuses on video through pre-roll/in-stream video inventory to distribute campaign assets.

Display advertising will include visual assets such as banner ads, video and high-impact rich media. These pieces will be placed to appear on both premium publisher direct sites and on other sites via programmatic buying using audience segmentation data to increase efficiency. Within the overall tactic mix, display provides increased visibility at the highest level of brand awareness. With this tactic, NHTSA will seek to gain mass reach of the target audience using the most cost-efficient digital media source.

### **Paid Social**

Social is one of the key mediums to reach members of the target audience. An ADI Ad Survey from 2018 indicates that the target audience views ads on social sources as the most relevant. Figure 3 details this and, interestingly, indicates linear television is a strong second to social in terms of relevance.

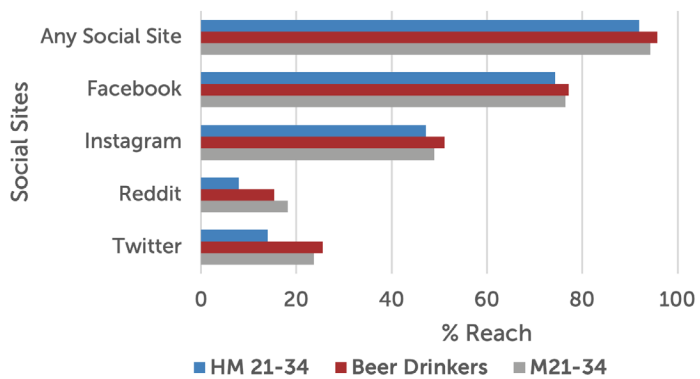
**FIGURE 3:** Ad Relevance by Medium



Source: ADI Ad Survey 2018

As demonstrated in Figure 4, the top social sites for reaching the various winter holiday target audiences are Facebook, Instagram and Twitter.

**FIGURE 4:** Social Site Reach Potential by Target



Source: 2019 GfK MRI Doublebase

### **Hispanic Paid Social**

Hispanic paid social media efforts focus on the largest social networks among U.S. Hispanics: Facebook (31.7M unique visitors), Instagram (25.6M) and Twitter (22.5M). The primary formats for each network will be in-stream video, Instagram promoted stories and promoted tweets/video.



**FIGURE 5:** Social Networking Sites Hispanic Composition

#	Property (parent)	Unique Visitors in Millions	Percent Reach	Hispanic Composition	
				Percent	Index
1	Facebook and Messenger (Facebook)	31.7	84.4	14.8	103
2	Instagram (Facebook)	25.6	68.2	16.6	115
3	Twitter	22.5	59.8	15.2	106
4	Snapchat (Snap)	20.7	55.1	16.5	115
5	Pinterest	15.4	41.1	14.4	100
6	LinkedIn (Microsoft Corp.)	13.8	36.8	13.5	94
7	Reddit	11.5	30.7	15.1	105
8	Tumblr (Verizon Communications)	4.6	12.2	16.2	113
9	Google Duo (mobile app) (Alphabet)	3.3	8.9	18.1	126
10	TikTok	3.1	8.2	19.0	132
<b>Total internet: All Hispanic Internet Users</b>		<b>37.6</b>	<b>100</b>	<b>14.4</b>	<b>100</b>
<b>Social Networking - Social Media</b>		<b>32.7</b>	<b>87.0</b>	<b>14.4</b>	<b>100</b>

Source: Comscore Media Metrix, May 2019

### Facebook/Instagram

Facebook/Instagram continues to be the most widely used social media platform to reach Hispanic affinity segments. There is an opportunity to reach an estimated 31.7M unique visitors. Language-based targeting segments will support tailored campaign messages.

### Twitter

For Twitter, the principal recommended formats are promoted tweets and videos. Twitter's specific targeting capabilities will facilitate reach among U.S. Hispanics. If sporting events are running during the advertising period time frame, there is an opportunity to impact people engaged with specific TV shows or events before, during and after a sport telecast as well as through music and entertainment.

### Targeting for General Market and Hispanic Audiences on Paid Social

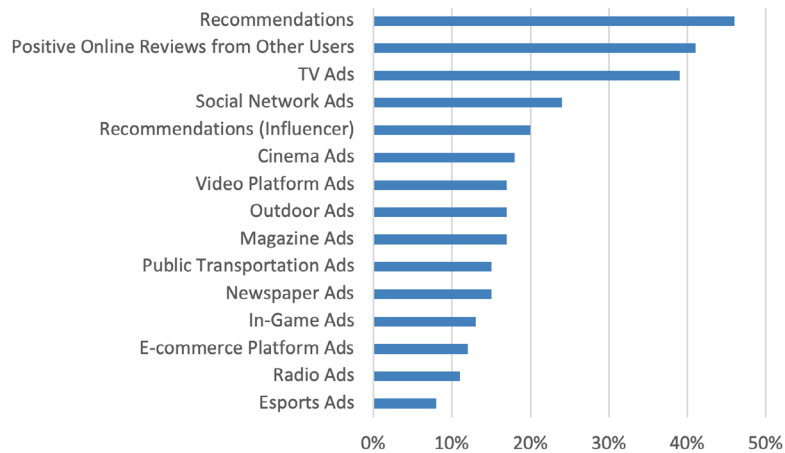
Broad interests in beer, wine, liquor and marijuana use (as well as key words and follower lookalikes on Twitter) may be layered into the targeting to ensure relevancy.

# Television

## Linear Television

Linear television continues to be a premium, brand-safe environment that is trusted by consumers. An April 2020 study clearly shows that when it comes to the advertising touchpoints that give consumers the most positive impression of a brand, TV leads all other paid media. (Figure 6)

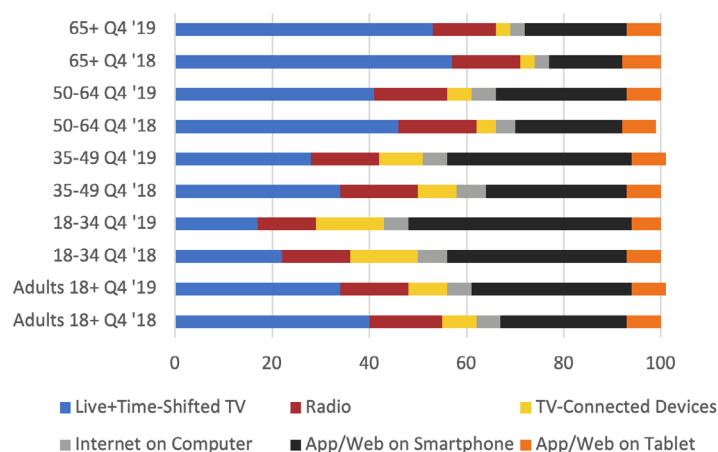
**FIGURE 6:** Consumer Impression of Brands



Source: GroupM

According to the Nielsen Total Audience Report for Q4 2019, the target audience, which is included in the 18-34 research segment, is spending 17% of their time with live and time-shifted TV. This percentage is down from the prior year, but total time spent consuming media each day is up by a full hour for this age group compared to Q4 2018. In total time spent, television is second only to accessing the web/apps on a smartphone for the age cohort. (Figure 7)

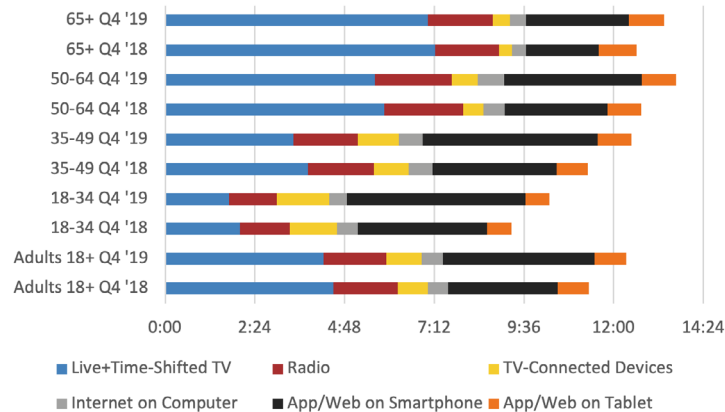
**FIGURE 7:** Share of Daily Time Spent by Platform



Source: Nielsen Total Audience Report Q42019

Linear television viewing time spent among the target audience is about 12 hours per week (Figure 8) and most of this time is spent during the primetime hours (including sports programming). Studies indicate that there is a high tolerance for ads, particularly during live TV viewing (Deloitte, Oct. 2019) such as sports, music and other special programming, which is often available in the December time period.

**FIGURE 8: Daily Hours/Min of Usage**



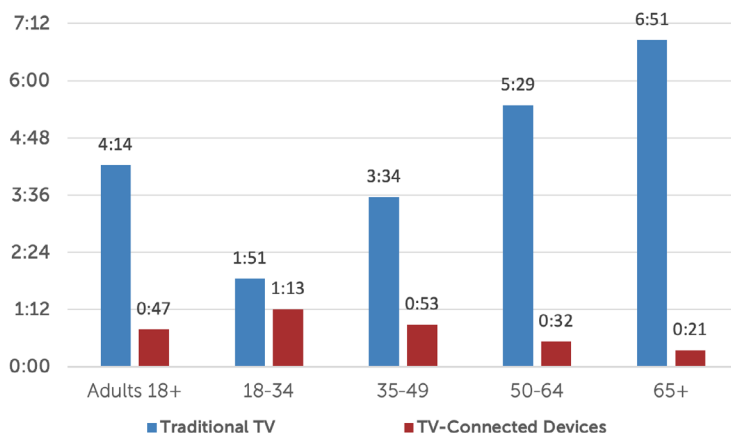
Source: Nielsen Total Audience Report Q42019

### Connected TV/Over-the-Top (CTV/OTT)

As of this year's second quarter, streaming now accounts for a quarter of all television minutes viewed, according to Nielsen's latest Total Audience Report. In fact, 2020 has seen an accelerated adoption of app-based TV viewing, with the largest increases being in ad-supported platforms. Programming will focus on target audience passion points, including sports news, music and entertainment.

Connected TV is in roughly 70% of all U.S. households – double what it was five years ago. As more people turn to on-demand viewing and cancel their cable subscriptions, this is becoming an increasingly important part of NHTSA's media plan.

**FIGURE 9: Traditional TV vs. TV-Connected Device Usage in Q3 2018**



Source: Nielsen

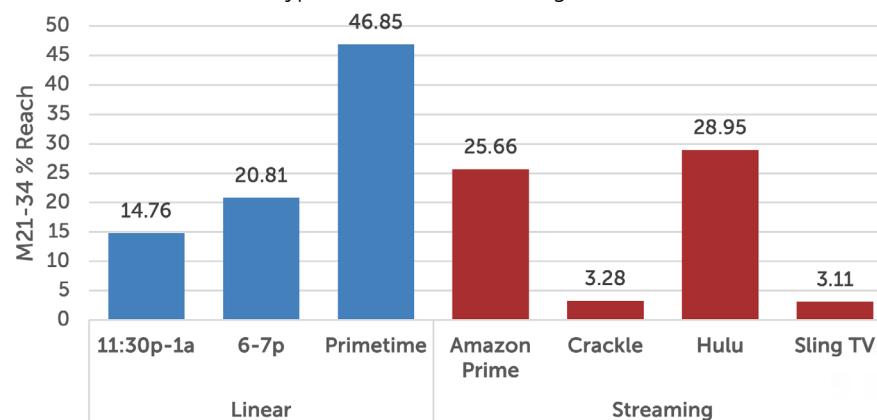
There has been a move to CTV/OTT by this target group, but this latest research indicates time spent with CTV/OTT is still less than with linear television. So, although cord-cutting continues, a combination of linear and CTV/OTT are necessary to achieve maximum reach with the target audience.

Linear OTT is the next advancement in television viewing, delivering the ability to stream live TV via an internet broadband connection. Linear OTT services are comprised of content apps, such as those from content creators including HBO, CBS, NBC and other cable networks, and Virtual Multichannel Video Programming Distributors (vMVPDs), which provide access to on-demand and live content delivered over the internet. vMVPDs offer consumers curated packages of apps (a.k.a. “skinny bundles”) at a lower cost than most cable packages. Some of the bigger players include Sling TV, DirectTV Now and Hulu.

In addition to its popularity, the primary advantages of CTV/OTT is its ability to increase reach off the base achieved with linear television and its superior targeting ability. Much of the content watched via a connected television occurs during the higher-viewing primetime hours where a linear television plan alone would miss these viewers.

When looking at the reach potential to men 21-34 by key dayparts of linear TV vs. streaming video services, the reach advantage enjoyed by linear television is clear; however, this advantage is waning.

**FIGURE 10:** Linear TV Daypart Reach vs. Streaming Video



Source: 2019 GfK MRI Doublebase

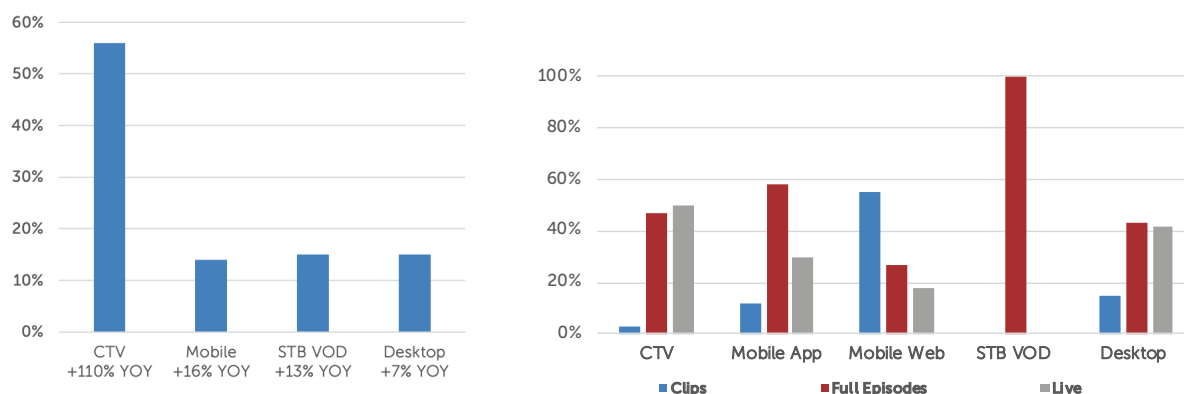
Subscription services offer video-on-demand content from various sources (including originally produced content) as well as live TV from traditional networks. Netflix was the pioneer in the streaming services field and maintains an ad-free, subscription-only model. A number of services are initially following suit, but others offer opportunities for advertising placements in select content. Figure 11 reviews some of the most popular services available, whether they offer advertising opportunities and what type of content they feature.

**FIGURE 11:** Video on Demand (VoD)/Virtual Multichannel Video Programming Distributor (vMPVD)  
Advertising Opportunities

Service	Advertising	Content
Netflix	No	Licensed shows, movies, originals
Amazon Prime	Yes, for original content, live sports	Licensed content, originals, Thursday Night NFL
Hulu	Ads on less expensive plans	Live and on-demand content
CBS All Access	Ads on less expensive plans	Live CBS channels and content
HBO Now	No	HBO content
Fubo TV	Yes, for original content, live sports	Focus on live sports
Sling	Yes	Live TV
Pluto TV	Yes	Live content. Some on-demand
Tubi TV	Yes	Live content. Some on-demand
YouTube TV	Yes, on live TV & video on demand (VOD)	Live and on-demand content

Overall, online video ad views grew 46% year-over-year, driven in large part by CTV (up 110% YOY). Based on a FreeWheel Video Marketplace Q3 2019 report, CTV accounted for 56% of all online video ad views with a trend toward live programming.

**FIGURE 12:** Ad View Composition and Growth by Device



Source: FreeWheel Video Marketplace Report Q3 2019

# Radio

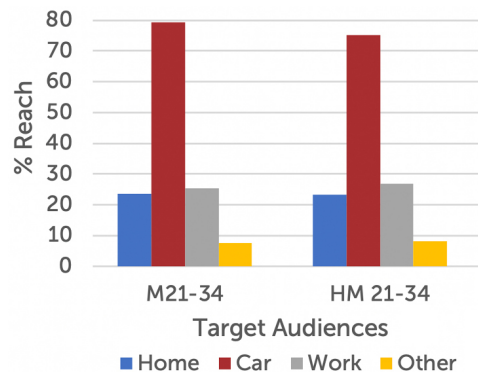
## Terrestrial Radio

Terrestrial radio is the centerpiece of the audio universe. Figure 13 below shows that in-vehicle use is the dominant locale for radio consumption by the target audience. Capitalizing on this context to deliver safety messages at the time of vehicle use is a core strength of the channel. This strength, combined with the high reach potential, makes radio a natural part of the media plan.

Radio provides many opportunities to utilize the trusted voices of DJs and hosts who are well known to the audience to promote the campaign's anti-impaired driving messages. Radio personalities' connections to their local communities and strong listener relationships (Figure 14) add credibility to campaign messaging.

Radio will also amplify the entire campaign. Combined reach and frequency analysis indicate that terrestrial radio can incrementally increase reach by 15-20% while accounting for only 5% of the overall budget. Nielsen case studies show that consumers who were exposed to ads on the radio had a 35% higher awareness of TV ads than those who only saw it on TV.

**FIGURE 13:** Where the Target Audience Listens to the Radio



Source: 2019 GfK MRI Doublebase

#### FIGURE 14: Radio Personalities are Hugely Important

Music, personalities and information continue to draw listeners; for heavy AM/FM radio listeners, personalities are hugely important.

**The Question:** "Think about the one AM/FM radio station you listen to the most, what would be the main reasons why you choose to listen to this station more than any other one during the past seven days?"

**How to Read:** 56% of heavy AM/FM radio listeners chose "they play my favorite music" as one of the main reasons why they listened to their favorite AM/FM radio station in the past 7 days.

What Stations Do	Total	Heavy AM/FM Radio Listeners (11+ hours/week)
They play my favorite music	53%	56%
They have funny and entertaining DJs/personalities	42%	57%
They provide the news, weather and traffic info that I need	40%	52%
They have my favorite personalities and shows	39%	56%
They have a strong connection to the city or town that I live in	31%	43%
They have fun contests and giveaways	25%	31%
They contribute to charities and give back to those less fortunate	13%	18%
They talk about my favorite sports teams	10%	13%

Source: CUMULUS MEDIA, April 2020

#### Hispanic Radio is Key to Reach Spanish Speakers

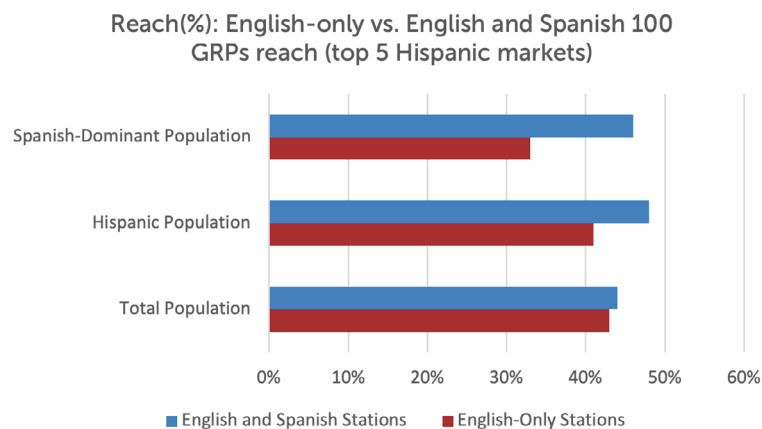
A recently released Nielsen study highlights that you cannot do an adequate job of reaching Hispanics and Spanish-dominant Hispanics unless Spanish AM/FM radio is in the media plan (Figure 15).

Incremental reach studies of five TV campaigns across a variety of categories reveal when 20% of a TV buy is allocated to AM/FM radio, Hispanic reach increases by an average of +29% (Figure 16).

Similar to the general market audience, radio remains a powerful medium in reaching Hispanic listeners. Hispanic audiences over-index on average daily audio listening, with 74% listening in-car (The Infinite Dial 2020 Edison Research and Triton Digital). Spanish-language radio usage is high amongst Hispanic men ages 21-34 and will help build reach during the Winter Holiday campaign. Terrestrial radio along with streaming will be included to reach this audience. For the terrestrial radio media plan, Spanish-language radio networks such as Spanish Broadcasting Stations (SBS), Univision radio, Entravision and others will be considered and evaluated.

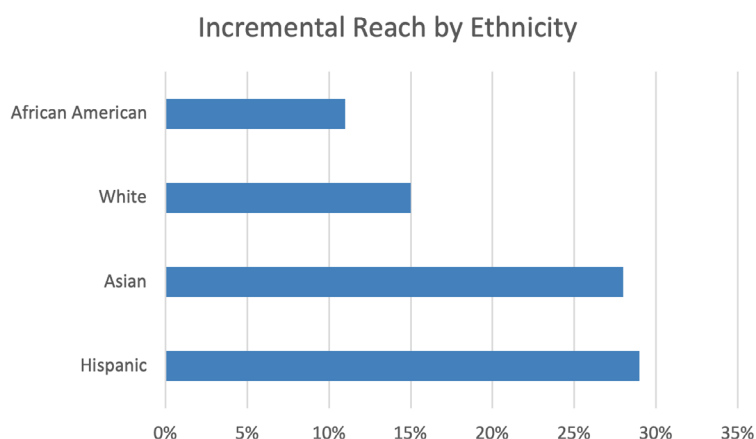
NHTSA will also seek to engage with influencers to further embed the impaired driving message.

**FIGURE 15:** Allocating 10% of an English-only buy to Spanish AM/FM radio generates a +41% reach increase among Spanish speakers.



Source: Nielsen

**FIGURE 16:** AM/FM Radio Delivers Strong Incremental Lift Among Hispanic and Asian Audiences



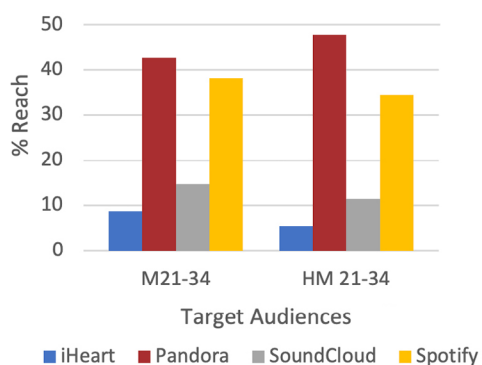
Source: Nielsen

## Streaming Audio

While traditional radio continues to be the mainstay by which consumers listen, Figure 17 shows the growing reach potential of audio streaming services like Pandora, Spotify and iHeart. These services are used to add frequency and efficiency to the buys. Though the increases from the terrestrial plan will be minimal due to the high reach provided by AM/FM radio, using audio streaming in connection with terrestrial radio will reach the target audience on all preferred methods of listening. Streaming audio will also be targeted to in-vehicle use.



**FIGURE 17:** Reach Potential of Audio Streaming Services



Source: 2019 GfK MRI Doublebase

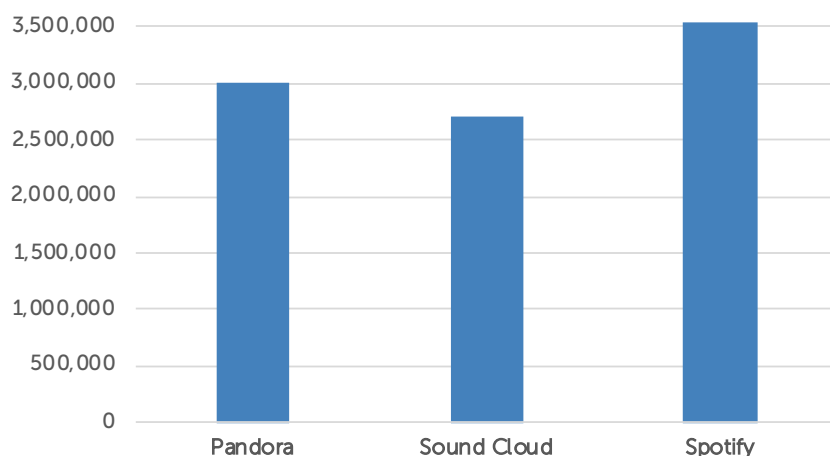
### Hispanic Streaming

Pandora, SoundCloud and Spotify are the largest streaming music providers reaching the U.S. Hispanic audiences. When combined with terrestrial radio, these platforms provide an incremental reach and frequency that connect with the Hispanic audience – both Spanish-dominant and bilingual – through a multi-format approach.

As Figure 18 below shows, for the target demographic of Hispanic men ages 21-34:

- ▶ Pandora reaches 3MM monthly unique visitors, reaching 47% of this demographic who are online
- ▶ SoundCloud reaches 2.7MM monthly unique visitors, reaching 43% of this demographic who are online
- ▶ Spotify reaches 3.5MM monthly unique visitors, reaching 55% of this demographic who are online

**FIGURE 18:** Monthly unique visitors for Hispanic Males 21-34

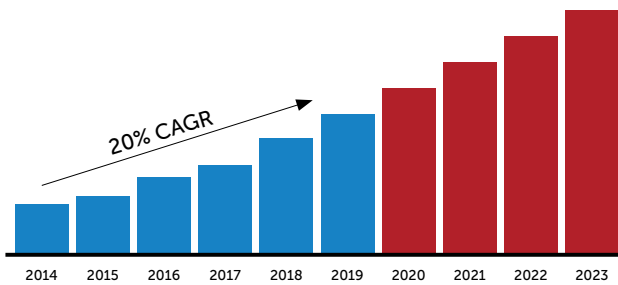


Source: comScore Media Metrix, Feb 2020

## Podcasts

Podcast listenership continues to see tremendous growth – and interestingly, it is not coming at the expense of other audio options. In fact, Nielsen’s Podcast Listener Buying Power database found that light podcast listeners listen to 10 hours and 13 minutes of radio each week, which is 43 minutes more than the average American; heavy podcast listeners tune in to radio 22 minutes more. Findings from the database attribute much of the increased podcast engagement to existing listeners who are migrating from light use to heavy use – a strong testament to the content being offered to listeners.

**FIGURE 19:** Podcast Audience Growth Rate. The U.S. podcast audience could double by 2023.

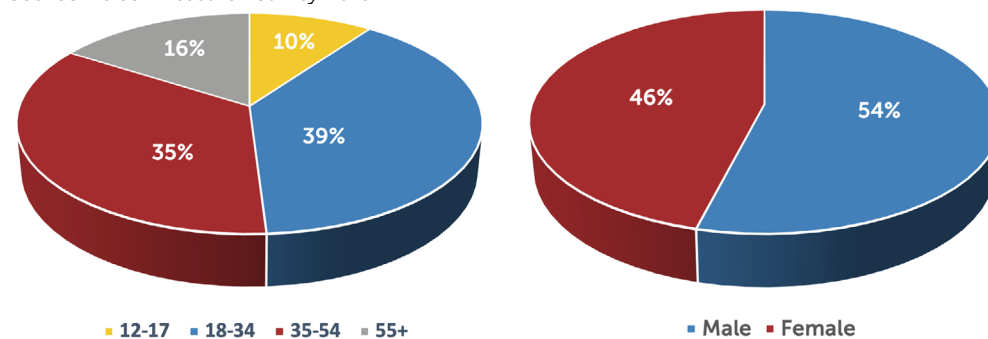


Source: Nielsen

According to the 2019 Edison Research Survey on podcast usage, the target audience is among the heaviest users of podcasts

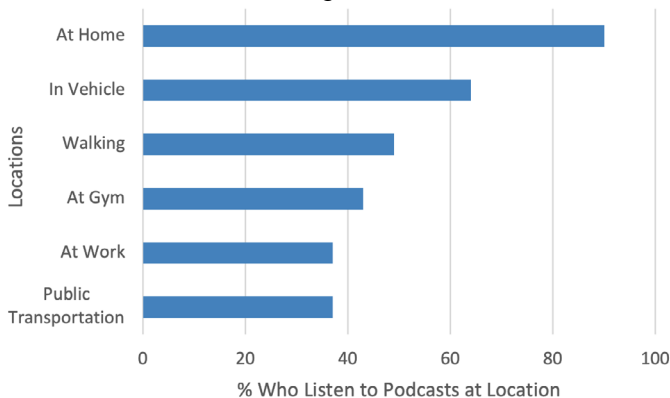
**FIGURE 20:** Composition of Podcast Users by Age and Gender

Source: Edison Research Survey 2019



The Edison Research also confirms that most podcast listeners are consuming content at home and in-vehicle more than any other location by a significant margin (Figure 21).

**FIGURE 21:** Podcast Listening Locations



Source: Edison Research Survey 2019

# Out-of-Home

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## In-Stadium Television Virtual Signage

NHTSA will consider NBA virtual in-stadium signage for the December season. In 2019 and 2020, the Labor Day media plans included MLB behind home plate signage that ran with the majority of MLB teams over the flight. This tactic performed very well during those campaigns and delivered at 103% of what was planned. With the NBA 2021 season beginning on December 1, similar virtual advertising opportunities exist and will be explored for this campaign. Reach among men 21-34 (22.6%), the high index against heavy drinkers (201) and the early success of the NBA bubble make virtual signage very desirable. Figure 22 shows an example of the television virtual signage.

**FIGURE 22:** NBA Virtual Signage Example



## Paid Media Plan Summary

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All the research indicates that the target audience is spending more time with media, but they are doing it in more fragmented ways. To effectively reach the impaired driving target audiences, NHTSA must creatively connect with them multiple times through their preferred channels. The impaired driving Winter Holiday plan will be a highly targeted, multi-platform/multi-touch plan that will include both traditional and digital tactics to do just that.

# State-Level Campaign Extension Opportunities

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States can consider local investment above and beyond the national plan to build additional reach and frequency during the flight.

The national television weight will be light and run primarily on cable network programming. The state-level plans can build off this base by including broadcast television programming that efficiently reaches the target audience, including cable if penetration is sufficient, and geo-targeting any problem areas in their local market.

The national radio plan may run in the 50 GRPs/week range. At the national level, radio will be used for its strength via in-vehicle usage, efficiency and therefore its ability to build frequency. States can consider local radio buys that offer the opportunity for local on-air talent to lend their voice and social network to further enhance the message.

Digital is used so heavily by this audience that a digital effort should be a major part of the state-level plans. This can include the use of publisher direct efforts outside of those sites on the national plan, online video, CTV/OTT, audio streaming, podcasts and display.

Social media also plays a very important role in the life of the male 21-34-year-old target audience and is recommended for state-level plans.

# Glossary

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**Audience targeting:** Using data points to target specific segments of the population based on their demographics, interests and behaviors.

**Audio streaming:** Delivering real-time audio through a network connection.

**AVOD:** Ad-based VOD is a model that is free for users. Users are free to log in and stream videos, in return for spending time watching ads. YouTube is the best example of AVOD.

**Connected TV (CTV):** Another term for Smart TV; refers to any TV that can be connected to the internet and access content beyond what is available via the normal offering from a cable provider. Connected TVs are designed to provide a more immersive experience for TV viewers by delivering interactive features such as web browsing, social networking, video-on-demand and video streaming in addition to regular television content.

**Flight:** Advertising timing strategy where ads or commercials are run during a period (called a flight). The higher the weight of the advertising, the more often it is seen.

**Frequency:** The number of times you touch each person with your message.

**IP address:** An Internet Protocol, or IP, address is a unique numerical label used to identify the household internet connection assigned by the internet service provider.

**Linear TV:** Television service where the scheduled program must be watched at a specific time and on a specific television channel.

**vMVPD:** Virtual Multichannel Video Programming Distributors aggregate live and on-demand linear television but deliver the content over the internet. vMVPDs offer content owners a path to reach OTT users who have cut the cord or are cord-nevers.

**Native advertising:** A form of paid media that matches the look, feel and function of where the ad appears. Native ads are often found in social media feeds or as recommended content on a webpage.

**Programmatic digital:** Automated bidding on advertising inventory in real time for the opportunity to show an ad to a specific customer within a specific context.

**Programmatic TV:** A TV ad buy that uses data and automation to more precisely target specific consumer audiences.

**Reach:** The number of people you touch with your marketing message or the number of people that are exposed to your message during a given time.

**Over-the-Top (OTT):** A device connected to your TV distributing streaming media as a stand-alone product directly to viewers over the internet, bypassing telecommunications, multichannel television, and broadcast television platforms that traditionally act as a controller or distributor of such content. Popular examples are Roku, Chromecast, Amazon Fire Stick, Apple TV and the major gaming consoles.

**Second screen:** A mobile device used while watching television, especially to access supplementary content or applications.

**Synched:** Uses a technology platform to automatically trigger a digital ad campaign based on what was viewed on TV. This could extend to video ads on laptops, mobiles and tablets; display ads; ads seen on social media or search marketing.

**Terrestrial radio:** Any radio signal that travels along the land, is broadcast from a land-based station and is received by land-based receivers (AM/FM radio).

**TrueView:** A YouTube video ad format that gives the viewer options, the most common of which is the ability to skip the advertisement after five seconds. Sponsors pay only for ads that are viewed in their entirety or until 30 seconds have elapsed.